



U.S. DEPARTMENT OF ENERGY
ENERGY STAR® QUALIFIED FREEZERS
PARTNER RESOURCE GUIDE



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CONTENTS

This Partner Resource Guide is designed to help you promote ENERGY STAR qualified freezers. Partners are free to use any of the text, charts, or images in Web sites, print advertisements, in-store promotional materials, and other marketing materials. The Guide is divided into two sections:

- Section I **CONSUMER INFORMATION** covers savings over non-qualified and older units, as well as best practices.
- Section II **MARKET INFORMATION** includes the most recent data on ENERGY STAR market share and the number of old units still in use, savings assumptions, and criteria for ENERGY STAR qualified freezers.

INTRODUCTION

After working hard to keep your food frozen for over 150,000 hours, a freezer purchased before 1993 is ready to retire. Its compressor uses more energy each year as it continues to degrade, costing you an extra \$35 each year on your utility bill compared to a new ENERGY STAR qualified model. It's time to recycle that old unit and start saving energy and money with ENERGY STAR.

SECTION I: CONSUMER INFORMATION

SAVINGS

Improvements in insulation and compressors mean today's freezers consume much less energy than older models. Select an ENERGY STAR qualified freezer for maximum energy savings.

CUT YOUR UTILITY BILLS.

- An ENERGY STAR qualified freezer uses 10% less energy than a new, non-qualified model.
- Choose an ENERGY STAR qualified model and save about \$55 over the lifetime of the unit.
- If you purchased your freezer before 1993, you're wasting an extra \$35 each year compared to running a new ENERGY STAR qualified model.

KEEP CLIMATE CHANGE IN THE FREEZER. By using energy more efficiently, ENERGY STAR qualified freezers help reduce air pollution and greenhouse gas emissions from power plants.

IS IT TIME TO REPLACE YOUR OLD FREEZER? Use the graph below to learn how much it costs to operate your old freezer; it might be costing you more than you think.

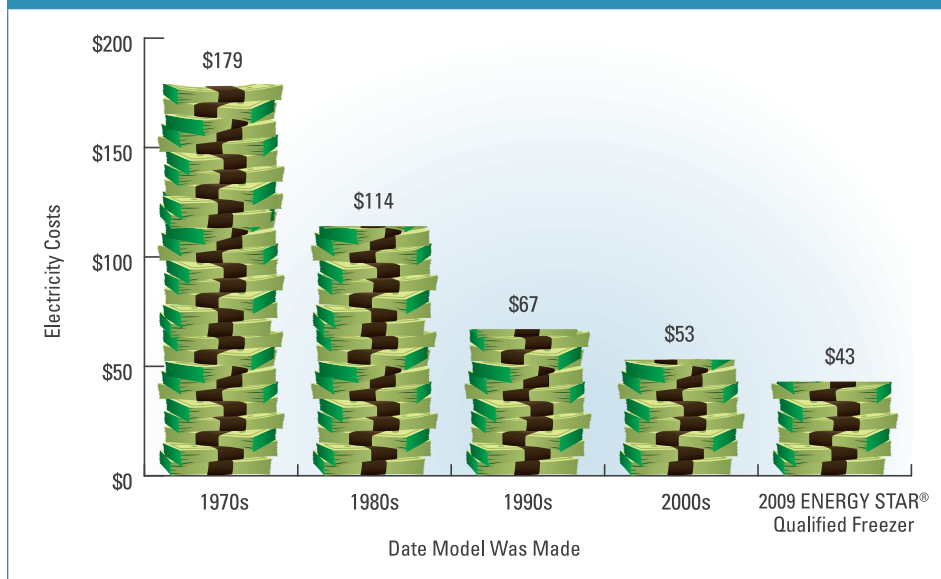


ENERGY STAR is a government-backed program that helps consumers identify the most energy-efficient products.

GET THE LATEST FEATURES

Many ENERGY STAR qualified freezers have innovative compartment designs, such as removable lift-out bins, slide-out baskets, and glass shelving, to help you organize frozen goods.

HOW MUCH DOES IT COST TO RUN YOUR FREEZER EACH YEAR?



SECTION I: CONSUMER INFORMATION



DID YOU KNOW?

Align with the ENERGY STAR “Make a Cool Change: Recycle Your Old Fridge or Freezer” Campaign to educate consumers about the high cost of running an old freezer. Visit www.energystar.gov/recycle to download historical cost graphs and access compelling savings messaging to help you encourage the replacement of old models with new ENERGY STAR qualified units.

WHY RECYCLE?

The typical appliance contains about 75% steel, which can be recycled into cans, new cars, or any number of other steel products. Steel recycling also conserves precious natural resources. According to the Association of Home Appliance Manufacturers (AHAM), it takes four times more energy to manufacture steel from virgin ore as it does to make the same steel from recycled scrap. Freezers also include a refrigerant, such as freon, that must be captured by a certified technician to ensure it isn’t released into the air where it can damage the ozone layer.

HOW DO I RECYCLE MY OLD APPLIANCE?

Your local solid waste organization, garbage company, or municipal government may take used appliances for a small charge or offer free curb-side pickup on certain days. According to the Appliance Recycling Information Center, there are 11,000 appliance-recycling locations nationwide. Use the Steel Recycling Institute’s database (www.recycle-steel.org/database) to find the recycling facility closest to you. You can also call 1-800-YES-1-CAN.

BEST PRACTICES

- **KEEP TEMPERATURES COOL, BUT NOT TOO COOL.** Keep the temperature at 0 degrees Fahrenheit. It takes more energy to keep a freezer at lower temperatures and your food won’t last any longer.
- **KEEP IT INDOORS.** Unless you live in a mild climate, keep your freezer indoors. Extreme temperatures are hard on the compressor and can reduce the life of your freezer.
- **ALLOW AIR CIRCULATION BEHIND THE FREEZER.** Leave a few inches between the wall or cabinets and the freezer to reduce heat buildup and maximize energy efficiency.

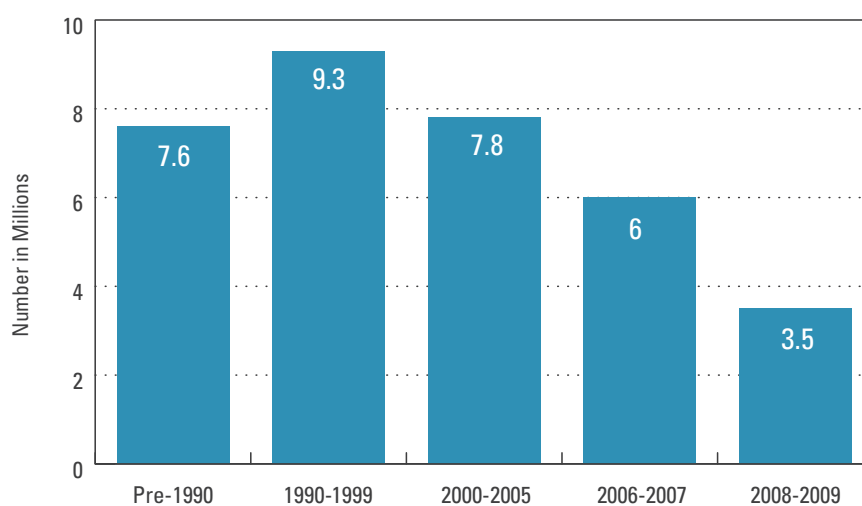
SECTION II: MARKET INFORMATION

ENERGY STAR MARKET SHARE

The U.S. Department of Energy estimates that 35 million freezers are currently in use in the U.S.

- About 10% of these units are ENERGY STAR qualified.
- Over 17 million freezers are over 10 years old, costing consumers \$1 billion a year on their electricity bills.

NUMBER OF OLD FREEZERS IN THE U.S. (IN MILLIONS)



Source: Residential Energy Consumption Survey, Energy Information Administration, 2005.

SAVINGS ASSUMPTIONS

- Average lifetime of a new freezer = 11 years¹
- ENERGY STAR price premium = \$30
- Average annual savings of ENERGY STAR vs. standard models = \$5
- ENERGY STAR price range = \$300 to \$1,200²
- Regular freezer price range = \$270 to \$1,000³
- Average annual degradation in efficiency = 1.37%

ENERGY STAR CRITERIA

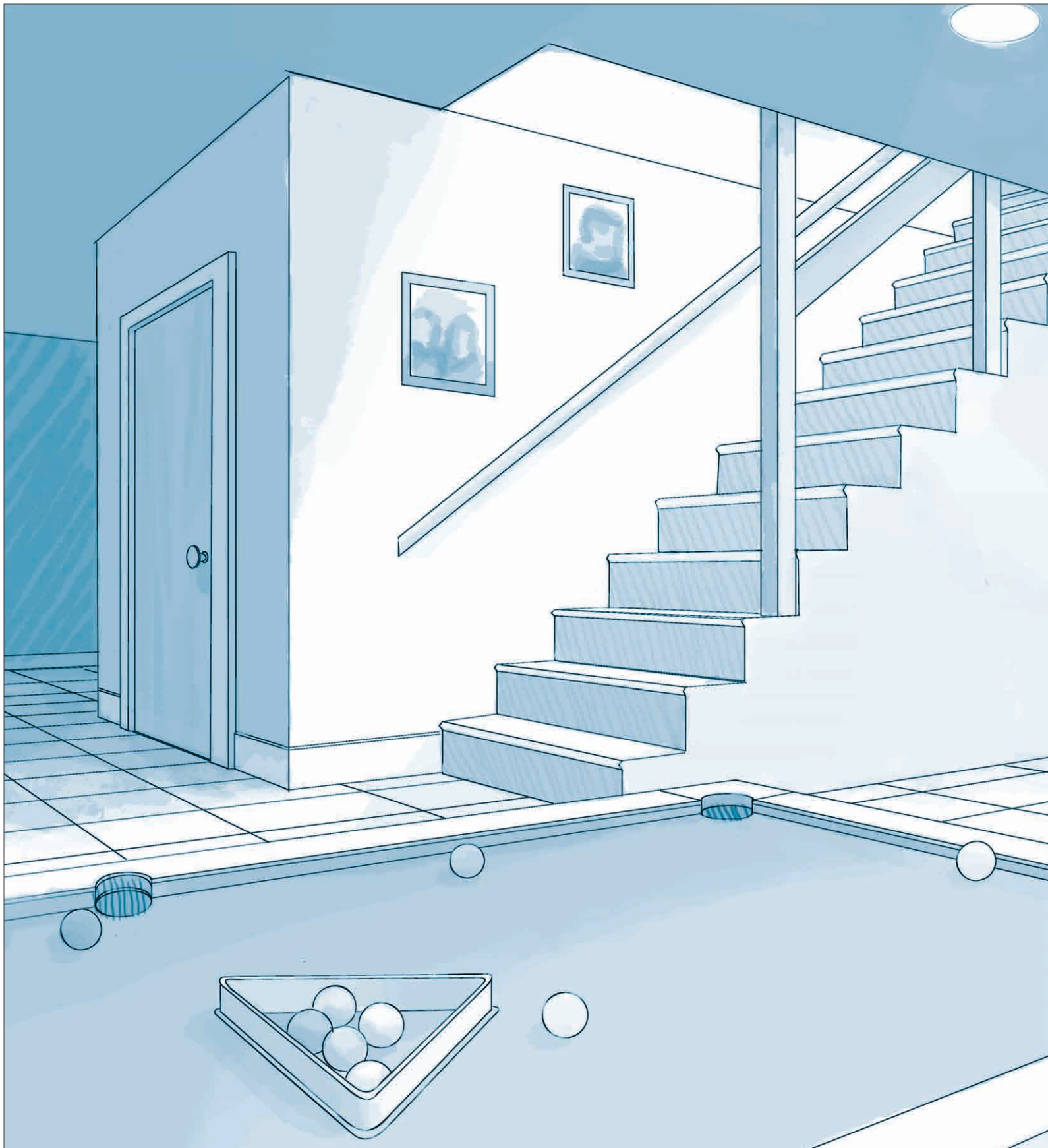
To meet the current ENERGY STAR criteria, a freezer must be at least 10% more energy efficient than a standard model. This criteria became effective on January 1, 2003.

ENDNOTES

¹ "31st Annual Portrait of the U.S. Appliance Industry," *Appliance Magazine*, September 2008.

² Based on data gathered by D&R International from national retailer Web sites, 2009.

³ Ibid.



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For more information visit:
www.energystar.gov
1.888.STAR.YES (1.888.782.7937)

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